


# Chapter 7

## Green Entrepreneurship: A Road to Sustainable Entrepreneurial Growth

**Anitha Mani**

*SR University, India*

**Geetha Manoharan**

 <https://orcid.org/0000-0002-8644-8871>

*SR University, India*

### **ABSTRACT**

*Green entrepreneurship combines environmental responsibility with business innovation to drive sustainable economic growth. This article compares green entrepreneurship to traditional business models and emphasizes its alignment with sustainability frameworks including the Triple Bottom Line, Circular Economy, and Eco-preneurship. Climate change, consumer demand, technology advances, and governmental support are among the study's green entrepreneurship drivers. It also discusses financial constraints, conflicting legislation, and market competition for green enterprises. The paper shows how good business strategies affect sustainability using Indian case examples. Additionally, studied how innovation, technology, institutional support, and regulatory and legal incentives enable green business models. New trends and tips for a lively green entrepreneurial environment conclude the article. Green entrepreneurship promotes sustainable business practices, boosting environmental and financial resilience in a fast-changing global market.*

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## INTRODUCTION

The current century is having a global economic landscape which is witnessing sustainability along with the business and increasing integration with environment protection responsibility with their essential operation (Hariram et.al, 2023 and Kandpal et.al, 2024). The development has resulted in the innovation of new concept as “green entrepreneurship” this has shown creation of business which generates value in the economic and also concentrates the environmental well-being (Shivashankar, 2022). As like the traditional entrepreneurship which was focusing on the maximization of profit the green entrepreneurship through integration into the ecological concerns and bridging new business models which aims at reducing degradation of environment and fostering new innovation and boosting growth of economy (Mondal et.al,2022 and Grima et.al, 2024). The green entrepreneurship incorporates a wider variety of industries and activities which ranges from renewable energy undertakings and sustainable agriculture to management of waste, provide eco friendly product of manufacturing and innovation through green technology (Chandel, 2022, Rani et. al, 2023 and Mehta et.al, 2025). All the entrepreneurs in the field prioritize environmental sustainable by adopting various resource-efficient manufacturing method, utilizing the renewable materials, and also minimizing the carbon footprints (Chakraborty et.al, 2025). This method is purely an aspect of response for increasing the environmental regulations and also makes proactive effort for aligning the growth of business and also maintaining balance in the ecology (Odeyemi et.al, 2024, Peng, 2024 and Lin, 2025).

The importance of green entrepreneurship goes beyond the conservational of environment and also makes a crucial driver for economic transformation (Ismail, 2025, and Surendhran et.al, 2025). With climate change, pollution and other depletion of resources there are several global challenges for the business which insists the incorporation of sustainability in the competitive edge (Yu et.al, 2022 and Farooq et.al, 2024). Even the preferences of the consumers started shifting for the environmentally responsible products and services which complete the entrepreneurs to start their consideration towards their strategies (Reddy et.al, 2023 and Li and Long, 2024). Even the government and the international administrations are bringing up many active supports for the green business by their policies, inducements and financial support through which their role is been recognised and there is achievement made to the economic flexibility and the sustainable development goals (De Ruyter et.al, 2022 and Emon et.al, 2025)

Additionally, the green entrepreneurship nurtures various innovation through encouragement in the cleaner technologies and provide best business sustainable practices (Odeyemi et.al, 2024 and Tekala et.al, 2024). After the energy efficient solution and the biodegradable adjustments for the circular economy models moti-

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